

Message Text

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PAGE 01 STATE 048978
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 USIA-15 /028 R

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-----042845 260647Z /10

R 242319Z FEB 78
FM SECSTATE WASHDC
TO AMEMBASSY THE HAGUE
INFO AMEMBASSY BRUSSELS
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS
AMCONSUL AMSTERDAM
AMCONSUL ROTTERDAM
AMEMBASSY BONN

UNCLAS STATE 048978

E.O. 11652: N/A

TAGS: BEXP, NL, BE, LU, FR

SUBJECT: NETHERLANDS COUNTRY COMMERCIAL PROGRAM: FIRST
QUARTER FY'78 WCAG REVIEW

REF: THE HAGUE 120

1. THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) FOR THE
BENELUX COUNTRIES MET ON FEBRUARY 7 TO REVIEW THE POSTS
FIRST QUARTER REPORT ON THE FY'78 CCP. WCAG IS PLEASED
WITH OVERALL FIRST QUARTER RESULTS.

2. (A) TRADE OPPORTUNITIES PROGRAM - WCAG BELIEVES THE
QUALITY AND QUANTITY OF POST REPORTING CONTINUES TO BE
EXCELLENT.

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(B) CONSUMER GOODS - WCAG CONGRATULATES POST FOR EXCELLENT
RESULTS OF THE U.S. HOUSEWARES CATALOG/VTR EXHIBIT IN BOTH
AMSTERDAM AND MAASTRICHT, GENERATING 170 TRADE LEADS AND
46 PTO'S (REFTEL PARA 1) AND PANDER FURNITURE PROMOTION IN
AMSTERDAM, WHICH ACHIEVED OUTSTANDING RESULTS EVEN THOUGH
USDOC FUNDS WERE NOT AVAILABLE.

(C) COMPUTERS AND PERIPHERAL EQUIPMENT - CMS PUBLISHED IN

NOVEMBER'77. USDOC HAS NO PLANS TO UPDATE AT THIS TIME.
REFERENCE IN CCP CAMPAIGN 6, ACTION 2 WAS MADE BEFORE
CHANGE OF SCHEDULE AND FORMAT FOR GMS RESEARCH.

(D)ELECTRONIC COMPONENTS - REFTEL, PARA. 2, USDOC WILL
PARTICIPATE IN FIAREX OCTOBER 30 - NOVEMBER 2, 1978 IN
AMSTERDAM WITH CATALOG/B.I.O. PER USDOC 01645.

3. WCAG PLEASED WITH THE FINE EFFORT FROM POST IN SUPPORT
OF FOREIGN BUYERS PROGRAM (REFTEL PARA, 2) WITH FIVE
FBP SHOWS AND ORGANIZING OF A GROUP FLIGHT OF DUTCH
BUSINESS MEN TO THE CHICAGO AUTOMOTIVE AND CHEM-SHOWS AND
FOUR STUDY TOURS TO U.S. WITH PROFESSIONAL GROUPS.

4. USTS-CAMPAIGN 7 WCAG SHARES POST'S DISAPPOINTMENT THAT
USTS RESOURCES INSUFFICIENT TO SUPPORT VOLUNTEER BOOTH IN
AMSTERDAM AND PROGRAMS BEYOND GENERAL TRAVEL TRADE AND
TRAVEL PRESS OTHER THAN PROVIDING CONSUMER LITERATURE.
WCAG APPLAUDS INITIATIVE OF POST IN SEEKING WAYS WITH
PANAM TO CONTINUE VOLUNTEER BOOTH.

5. REFTEL, PARA 4, SINCE PERSONNEL CUTS WILL AFFECT MAJOR
CCP PROJECTS, WCAG WOULD LIKE TO BE ADVISED BEFORE ANY CCP
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ACTIVITIES ARE CUT OR REDUCED SO THAT PRIORITIES CAN BE
NEGOTIATED. VANCE

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Message Attributes

Automatic Decaptioning: X
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Concepts: n/a
Control Number: n/a
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Draft Date: 24 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Original Previous Handling Restrictions: n/a
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Reference: 78 THE HAGUE 120
Retention: 0
Review Action: RELEASED, APPROVED
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Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3479768
Secure: OPEN
Status: NATIVE
Subject: NETHERLANDS COUNTRY COMMERCIAL PROGRAM: FIRST QUARTER FY'78 WCAG REVIEW
TAGS: BEXP, NL, BE, LU, FR
To: THE HAGUE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/f3adb5cf-c288-dd11-92da-001cc4696bcc
Review Markings:
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